



Australasian Integrative  
Medicine Association



**AIMA**  
MEDIA KIT  
2022



Integrative medicine is scientific, evidence-based, collaborative, and safe. It is holistic, inclusive, and respects people and the environment.

## WHO WE ARE

The Australasian Integrative Medicine Association (AIMA) is the peak medical body representing doctors and other health care professionals who practice integrative medicine. AIMA is an independent not-for-profit organisation supported by its membership and governed by a volunteer board.

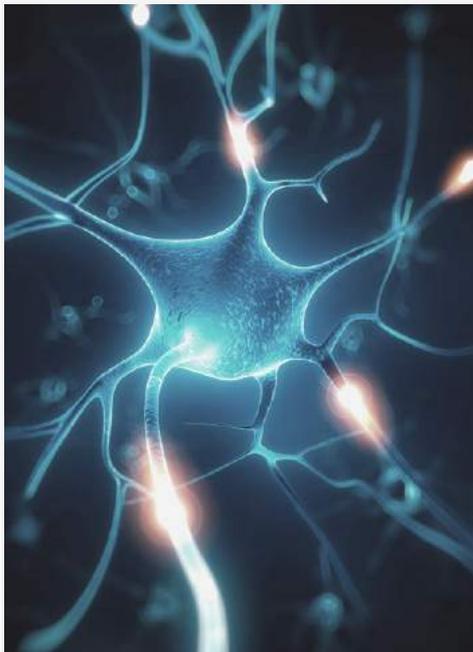
## OUR VISION

A society where everyone can experience their optimal health and wellbeing through integrative medicine and its sustainable model of healthcare.

## OUR MISSION

AIMA leads and facilitates the development of integrative medical care as being core to the health and wellbeing of individuals and society as a whole.

*Together with our members, we believe that by addressing the full range of physical, emotional, mental, social, spiritual, and environmental influences that affect a person's health, we can deliver evidence-informed, comprehensive, person-centred care to achieve optimal health and healing.*



# WHAT WE DO

We work to build a vibrant integrative medicine community which is united, recognised, supported, informed and connected through:

- Building and supporting a community of integrative medicine practitioners
- Encouraging and fostering a new generation of integrative doctors
- Developing standards and guidelines for integrative medicine
- Creating an inspiring and positive environment for integrative medicine practitioners which fully engages their spirit and talents
- Advocating for the significant evidence and benefits of the Integrative Medicine approach
- Fostering connections between all integrative practitioners and their modalities
- Supporting/accrediting education in integrative medicine
- Facilitating open and effective communication between IM doctors and practitioners of other health and wellbeing modalities
- Promoting integrative medicine both within the broad medical community and within society as a whole.



## OUR MEMBERS

AIMA members include medical doctors and health care professionals who have a specific interest in Integrative Medicine. All doctors are either AHPRA (Aus) or MCNZ (NZ) registered and predominantly reside in Australia and New Zealand, with smaller numbers in the United States, Canada, Europe, and the rest of the world.

## OCCUPATIONS

AIMA members come from a range of health related occupations including:

- Doctors
- Nurses
- Naturopaths
- Nutritionists
- Accupuncturists
- Chiropractors
- Dentists
- Anaethetists
- Psychologists/Psychiatrists
- Medical Herbalists
- Physiotherapists
- Surgeons
- Students - medical etc
- Kinesiologists
- Pharmacists
- Dieticians
- Health Coaches
- Homeopaths
- Midwives



*Are you interested in reaching a targeted audience of Australian and New Zealand doctors and health practitioners who are actively seeking ways to offer their patients the best evidence-informed care to support their body, mind, and spirit as a whole?*

## WHAT WE CAN OFFER

We offer a range of advertising and sponsorship opportunities. By sponsoring or advertising with us, your organisation will:

- gain direct access to medical and other allied health practitioners with a specific interest in integrative medicine
- build your reputation as a key stakeholder in the industry
- create links with the peak medical body promoting evidence-based integrative medicine
- be supporting AIMA's goals, members and the practice of Integrative Medicine.

## ADVERTISING & SPONSORSHIP OPPORTUNITIES

AIMA offers a host of opportunities to reach your target audience including:

### Digital advertising

- AIMA monthly e-newsletter - distributed to our subscriber database, Facebook, LinkedIn and posted on the AIMA website
- AIMA website job listing

### Print advertising

- Advances in Integrative Medicine Journal

### Conference Sponsorship opportunities

- AIMA Conference sponsorship

## WHAT WE REQUIRE FROM YOU

All products/devices manufactured, sold, or distributed through AIMA advertising need to be registered or licensed by the Therapeutic Goods Administration (TGA), in Australia or New Zealand, or both.



# AIMA MONTHLY E-NEWSLETTER

AIMA produces a monthly e-newsletter which is emailed to all AIMA members plus those who have subscribed to receive it - a total of 3,800 active and engaged subscribers.

The e-newsletter is also published on the AIMA Facebook pages (main page 2,870+ followers, NZ page 540+ followers), LinkedIn profile (2,000+ followers), and the LinkedIn page (500+ followers) and as a 'news' post on the AIMA website.

The e-newsletter has an average of 25%+ open rate which is higher than the industry average.

The newsletter contains:

- A letter from AIMA President providing updates in integrative medicine
- Any relevant integrative medicine-related news or updates
- Event listings
- Job vacancies
- Research snippets from reputable research publications.



**MONTHLY  
E-NEWSLETTER**



Your latest  
integrative  
medicine news!

# E-NEWSLETTER ADVERTISING

## Advertising options:

- Graphic advertisement - includes image 800px wide by 600px high with link to your URL
- Event listing - text of up to 200 words, image (800px wide by 600px high with link to URL), and link to your URL within the text
- Job listing - text of up to 200 words, image (800px wide by 600px high with link to URL), and link to URL within the text. The listing will also be displayed on the Jobs page of the [www.aima.net.au](http://www.aima.net.au) website.

## Availability

Only 3 graphic advertisements are available to book per e-newsletter. The material will be positioned in the newsletter at AIMA's discretion.

## Booking and deadlines

To request a booking form please contact [newzealand@aima.net.au](mailto:newzealand@aima.net.au) or download it from the AIMA website. All artwork/copy to be received by the first Monday of the month. The e-newsletter is sent on the first Friday of each month.

## PRICING

	1 edition	2+ editions
Graphic advertisement	\$330	\$280
Event Listing	\$280	\$230
Job Listing	\$150	\$125



# WEBSITE

Our AIMA website offers fast and easy access to essential information about AIMA and provides a raft of information and resources for those interested in Integrative Medicine.

As an independent organisation, we do not endorse or promote brands, products or services on our website, however, we do allow organisations to post job listings on our Jobs page.

f in v Find A Practitioner | Join | News | Donate | Sign In

**AIMA**  
Australasian Integrative  
Medicine Association

HOME ABOUT AIMA EDUCATION MEMBERSHIP NEW ZEALAND JOBS

AIMA LEADS AND FACILITATES THE DEVELOPMENT OF INTEGRATIVE MEDICAL CARE AS BEING CORE TO THE HEALTH AND WELLBEING OF INDIVIDUALS AND SOCIETY

Introducing Australasian Integrative Medicine Association

**What is AIMA?**  
The Australasian Integrative Medicine Association (AIMA) is the peak medical body representing the doctors and other health care practitioners who practice [Integrative medicine](#).

**Our Vision**  
A society where everyone can experience their optimal health and wellbeing through integrative medicine and its sustainable model of healthcare.

**Our Mission**  
AIMA leads and facilitates the development of integrative medical care as being core to the health and wellbeing of individuals and society as a whole.

Read More

## Website Job Listing \$100

This includes text of up to 200 words, your logo, and a link to your website/online job ad to be listed on the Jobs page of the AIMA website.

To book, please contact [newzealand@aima.net.au](mailto:newzealand@aima.net.au).

# JOURNAL ADVERTISING

Advances in Integrative Medicine (AIMED) is an international peer-reviewed, evidence-based research and review journal that is multi-disciplinary within the fields of Integrative and Complementary Medicine.

The journal focuses on rigorous quantitative and qualitative research including systematic reviews, clinical trials, and surveys, whilst also welcoming medical hypotheses and clinically-relevant articles and case studies disclosing practical learning tools for the consulting practitioner.

By promoting research and practice excellence in the field, and cross-collaboration between relevant practitioner groups and associations, the journal aims to advance the practice of Integrative Medicine, identify areas for future research, and improve patient health outcomes.

International networking is encouraged through clinical innovation, the establishment of best practices, and providing opportunities for cooperation between organisations and communities.

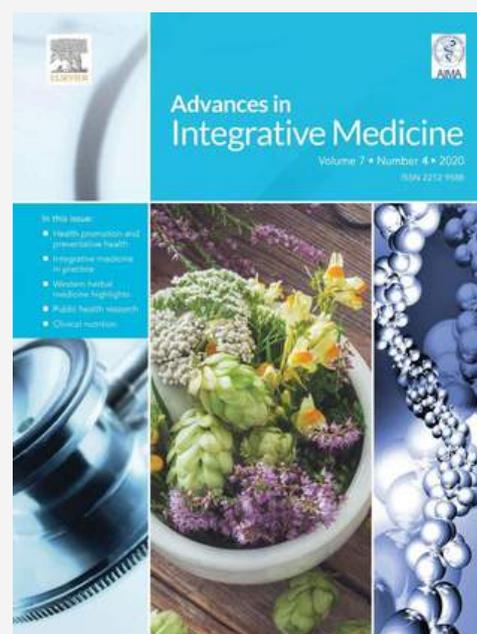
Editor-in-Chief: John Wardle - Professor of Public Health and Director of National Centre for Naturopathic Medicine at Southern Cross University, Sydney, Australia.

Readership Profile: AIMED is read by individual and institutional paid subscribers as well as being distributed to all paid members of the Australasian Integrative Medicine Association (AIMA).

Circulation: approximately 500 with view to grow to 1000 by 2022

Print & online access: Physical printed versions are posted to all subscribers and AIMA members also receive an email with links to online articles.

Frequency: This journal is published 4 times per year.



# ADVERTISING RATES Prices have been discounted by 15% for a limited time

Position	Casual	2 issues	4 issues
Double Page Spread	\$2,705 <b>\$2,299</b>	\$4,870 <b>\$4,140</b>	\$8,657 <b>\$7,358</b>
Outside Back Cover	\$2,513 <b>\$2,136</b>	\$4,523 <b>\$3,845</b>	\$8,041 <b>\$6,835</b>
Inside Back Cover	\$1,933 <b>\$1,643</b>	\$3,479 <b>\$2,957</b>	\$6,185 <b>\$5,257</b>
Page Facing Inside Back Cover	\$1,778 <b>\$1,511</b>	\$3,200 <b>\$2,720</b>	\$5,690 <b>\$4,837</b>
Inside Front Cover – by special request	\$2,417 <b>\$2,054</b>	\$4,350 <b>\$3,698</b>	\$7,733 <b>\$6,573</b>
Page Facing Editorial/Title/Contents	\$2,242 <b>\$1,906</b>	\$4,036 <b>\$3,431</b>	\$7,174 <b>\$6,098</b>
Run-of-Book	\$1,546 <b>\$1,314</b>	\$2,783 <b>\$2,366</b>	\$4,947 <b>\$4,205</b>
Half-page	\$927 <b>\$788</b>	\$1,669 <b>\$1,419</b>	\$2,967 <b>\$2,522</b>

Please note, depending on where your organisations main/head office is registered, you will pay in either AUD or NZD. As this service is offered through our Australian office, GST of 10% will be added.

## TO BOOK

To request a booking form with artwork sizes and specifications, please contact [newzealand@aima.net.au](mailto:newzealand@aima.net.au) or download from the AIMA website.

## CONFERENCE SPONSORSHIP

The AIMA annual conference is a leading event for the integrative medicine community in Australia and New Zealand - bringing together like-minded practitioners, world-class speakers, and representatives from Australasia's top health organisations.

Each year, around 250-300 delegates from Australia and New Zealand come together for a lively and engaging weekend of lectures, workshops, and activities.

Attendees include doctors, naturopaths, students, academics, researchers and an array of healthcare professionals, all wanting to learn the very latest in this increasingly popular philosophy of care that takes account of the whole person, including all aspects of lifestyle.

If you want to meet prospective clients, cement existing relationships, and boost your company's profile, our conference will allow you to target the right audience in the most engaging and effective ways. AIMA is dedicated to ensuring you get the most out of your investment and have tailored sponsorship and exhibition packages to help you exceed your business objectives and match your budget.

For more information about the 2022 AIMA Conference, please contact [newzealand@aima.net.au](mailto:newzealand@aima.net.au).





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For more information  
email  
[newzealand@aima.net.au](mailto:newzealand@aima.net.au)